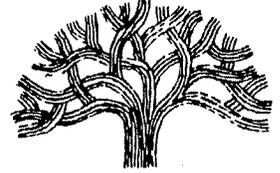


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CITY OF OAKLAND



CITY HALL • 1 FRANK H. OGAWA PLAZA, 3rd FLOOR • OAKLAND, CALIFORNIA 94612

Office of the Mayor
Honorable Libby Schaaf
Mayor

(510) 238-3141
Fax (510) 238-4731

Letter of Appointment

November 30, 2017

The Honorable City Council
One Frank H. Ogawa Plaza, Second Floor
Oakland, CA 94612

Dear President Reid and members of the City Council:

Pursuant to City Charter Section 601, the Mayor has reappointed the following person as member of the following board or commission, subject to City Council confirmation:

Cannabis Regulatory Commission

Stephanie Floyd- Johnson is appointed to the Cannabis Regulatory Commission as the Mayoral Representative for the term that began August 1, 2017 and will end July 31, 2019, filling the seat she previously held.

Matt Hummel, is appointed to the Cannabis Regulatory Commission as the District 5 Representative for the term that began August 1, 2017 and will end July 31, 2019, filling the seat he previously held.

Zachary Knox is appointed to the Cannabis Regulatory Commission as the District 3 Representative for the term that began August 1, 2017 and will end July 31, 2019, filling the seat he previously held.

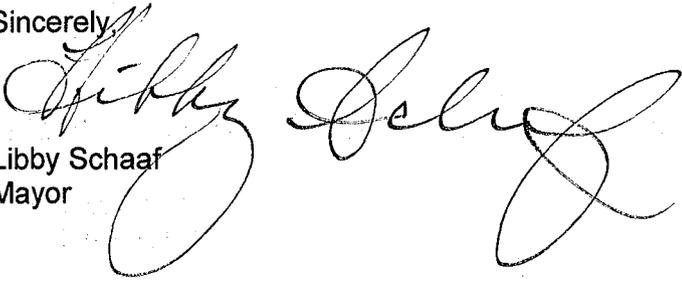
Lanese Martin is appointed to the Cannabis Regulatory Commission as the District 1 Representative for the term that began August 1, 2017 and will end July 31, 2019, filling the seat previously held by Dale Gieringer.

Frank Tucker, is appointed to the Cannabis Regulatory Commission as the District 7 Representative for the term that began August 1, 2017 and will end July 31, 2019, filling the seat previously held by Jacob Sassaman.

Thank you for your assistance in this matter.

Sincerely,

Libby Schaaf
Mayor

A large, stylized handwritten signature in black ink, appearing to read "Libby Schaaf". The signature is written in a cursive, flowing style with large loops and flourishes.

Profile

Lanese

First Name

Martin

Last Name

Middle Initial

[Redacted]

Email Address

[Redacted]

Street Address

Suite or Apt

[Redacted]

City

CA

State

[Redacted]

Postal Code

Mobile: [Redacted]

Primary Phone

Home: [Redacted]

Alternate Phone

Employer

Job Title

Which Boards would you like to apply for?

Cannabis Regulatory Commission: Submitted

Interests & Experiences

Please tell us how your qualifications and participation will relate to the requested board and/or commission's mission.

I'm a community organizer and cannabis advocate

Please submit your resume or curriculum vitae. You may upload a document. (A Word format is preferred.) Alternatively, you may paste the text of your resume in the field provided below.

Upload a Resume

Please paste the text of your resume or curriculum vitae below.

Please click the acknowledgement below.

Service on City of Oakland boards, commissions, and committees may require filings of the FPPC's Statements of Economic Interest (Form 700). Upon appointment and determination of filing status, I will comply with all filing obligations.

I Agree *

Lanese Martin

Oakland, CA | [REDACTED]

[REDACTED]

AREAS OF EXPERTISE

Communications

Extensive experience including publishing editorials in local media outlets; content creation for online organizational communications (website, e-newsletter and social media.) Developing and presenting public education materials on state and local policy issues; training & developing staff in growing capacity to meet outreach and sales benchmarks.

Fundraising

Comprehensive fundraising strategy including donor recruitment and retention; diverse fundraising tactics including grant writing and grassroots donor organizing including local businesses, community organizations, and individuals. Fundraising event oversight including outreach plan and program creation for events of various sizes (20 – 300+ attendees.)

Fieldwork

Campaign planning, including outcomes-based goal setting and tracking, budget projection and management, script development, and staff recruitment and training.

Data

Data analysis and management; Voter Database – VAN, PDI, Catalyst; CRM – Powerbase, Salesforce;
Microsoft Office Excel—Intermediate to Advanced Skill

PROFESSIONAL EXPERIENCE

The Hood Incubator

Co-Founder / Political Director | Oakland, California | March 2015 – Present

Provide leadership in the ongoing development and implementation of The Hood Incubator's strategic goals and activities. Lead the organization's political work by building and sustaining intentional alliances with elected officials, community members, labor unions, community leaders and other key stakeholders in the cannabis industry. Grew membership to 1200 and attracted 700 attendees to programs and events to date. In addition, support fundraising efforts by identifying funder prospects.

Nancy Skinner for State Senate 2016

Field Director | Oakland, California | April 2016 – June 2016

Field operations set up & break down, including field strategy development & implementation, collection of research & analysis of data. Developed, implemented, & tracked field budget & performance metrics. Oversaw full-time volunteer program, including recruitment, training, & management of volunteers.

Oakland Rising

Field Director/Operations Manager/Team Leader | Oakland, California | November 2011 – February 2015

Field Director (Civic Engagement Program): Build and sustain intentional relationships and strategic & tactical partnerships with partner organizations, elected officials, city staff, labor, community leaders, and other key stakeholders in Oakland. Direct leadership team in coordinating organization wide work, monitor overall health and functioning of the organization, and facilitate effective organizational responses to opportunities and challenges, in addition to the Team Leader responsibilities (below.)

Operations Manager: Ensure the compliance of fiscal sponsor administrative procedures, maintain administrative vendor relations, develop systems and infrastructure to support programmatic work, troubleshoot technology- related issues, oversee data management and analysis, fundraise for and support events, act as administrative assistant to the Executive Director, and manage a variety of projects. Communication responsibilities include: managing social media outlets and developing publications, including online and in-print newsletters.

Team Leader (Civic Engagement Program): Direct logistics of Civic Engagement Program, including: building campaign teams of 20-60 paid canvassers & 20 – 100 volunteers by recruiting from within the local community, retention of canvassers (paid & volunteer), training of canvassers (paid & volunteer), campaign strategy and planning, script writing and delivery, facilitation of trainings for public outreach, and monitoring & reporting on campaign performance, including a detailed tracking of actuals vs. goals and providing analysis and adjusting campaign strategy (if needed), while respecting the budget.

The Ella Baker Center for Human Rights

Operations Consultant | Oakland, California | September 2010 – September 2011

Developed and managed the logistics of the organization's relocation including but not limited to communicating with stakeholders such as clients, vendors, & employees; space planning and layout of new office; set-up technological infrastructure such as phone system, internet, & server. In addition, developed a centralized system of hiring across all departments, which assisted in the organization's spike in growth and decreased new hire training costs.

Canal Alliance

Fundraising and Marketing Consultant | San Rafael, California | August 2010 – December 2010

Redwood Credit Union

Operations Consultant | San Rafael, California | January 2009 – April 2009

PROFESSIONAL DEVELOPMENT

2016 – present | East Bay Stonewall Democrats (Member)

2014 | BOLD (Black Organizers for Leadership & Dignity) Leadership Program

2013 – present | United Roots (Board of Directors, Secretary)

2013 | New Organizing Institute – Excel for Data Management and Analysis

2013 | Rockwood Leadership Development – The Art of Leadership

EDUCATION

Dominican University of California, San Rafael, CA

M.B.A., May 2012

B.A., May 2008

F. Matt Hummel

RESUME

1998: Jerry Brown for Mayor

Oversaw phone banks and coordinated volunteers for the campaign. Day to day office manager in charge of visibility.

1998: Measure X (Strong Mayor Initiative)

Organized teams of signature gatherers and ran quality control on signatures for Oakland Strong Mayor Initiative.

1999: Mayor Jerry Brown Inauguration

Organized and coordinated over 3000 volunteers to produce a citywide celebration. Produced and oversaw the artist portion of the program. Provided logistics for 12 stages of entertainment.

2002: The Next Generation

Assigned to the Renewable (Energy) Portfolio Standard. Worked out of Orange County to create political pressure on Republican Assembly member to stop blocking energy bill. Generated 700 hand written letters from his constituents and the bill was passed.

2003: The Next Generation

Assigned to the Tom Radulovich for Supervisor campaign. Ran campaign office, organized volunteers, for phone banking and ran precinct operation.

2004 – Present: F. Matt Hummel & Associates

Independent Contractor providing remodeling, historic renovations, handyman, maintenance, tiling, painting and other general building services for private homeowners and businesses. Received with The Rochlin Group the 2008 Partnership in Preservation Award from the Oakland Heritage Alliance for work on an Arts and Crafts home located off Broadway Terrace.

2005: East Bay Asian Local Development Corporation

Assisted in the Fund Development Department to help produce a series of open house events at the non profits affordable housing developments to celebrate their 30th Anniversary.

2008: The Democratic Party

Field Director for the Oakland campaign headquarters during the presidential campaign

2009: Oaksterdam University (thru June 2009)

Chancellor for Oakland campus, facilitator of classes

REFERENCES

Deborah Taylor
Devonshire Management Group
(510) 292-0772

Doug Linney
Next Generation
(510) 444-4710

Gregory Rochlin, M. Arch.
The Rochlin Group
(617) 680-4002

Antonia Scatton
Center for American Progress
(202) 487-0187